

Donator

Focus Setting

Goals:

- Understand **how and why people donate**
- Identify **what discourages people** from donating
- Identify the problems people and causes have **receiving donations**

Relevant Contexts:

- When a donator sees a needy person or organization
- When a homeless person wants passersby to donate

Target Users:

- Homeless people** and **organizations** seeking cashless donations
- People wanting to **donate**

User Research

- Performed focus groups and interviews with donators. 5 in total
- Organized interviews with 2 people experienced with people raising money and 2 homeless shelter coordinators
- Asked each group or individual a set of similar questions designed to gauge their current experience with raising money

User Needs

Donators

- Easily give money
- Find local causes to donate to
- Learn about who you're donating to
- See how money is used

Individual Receivers

- Easily receive money
- Tell personal story
- Say how money will be used
- Express why they need the money

Organizations

- Get the word out about donating
- Make people want to donate
- Say what money will be used for

Affinity Diagramming

- Expanded upon user needs
- Analyzed breakdowns and opportunities for how people currently donate
- Grouped our results into groups to see what was most important to users

Brainstorming Design Ideas

- Came up with different ideas to address needs
- Rated solutions based on how well they address user needs
- Iterated and eliminated poor solutions
- Select and combine features that would come together for a cohesive solution

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Project 3: Royal Bank of Canada Project 1, Group 1

Personas



Courtney Allen (45)

Recently homeless

- Has previous job experience
- Is looking to re-enter the workforce
- Needs money for food, professional clothing, and transport
- People often tell her they have no cash to donate



Genesis Alvarez (23)

UF Graduate Student

- Wants to donate, but often lacks cash
- Donates to causes she believes in
- Often in a hurry when people ask for donations
- Prefers local causes
- Wants her money to be used well



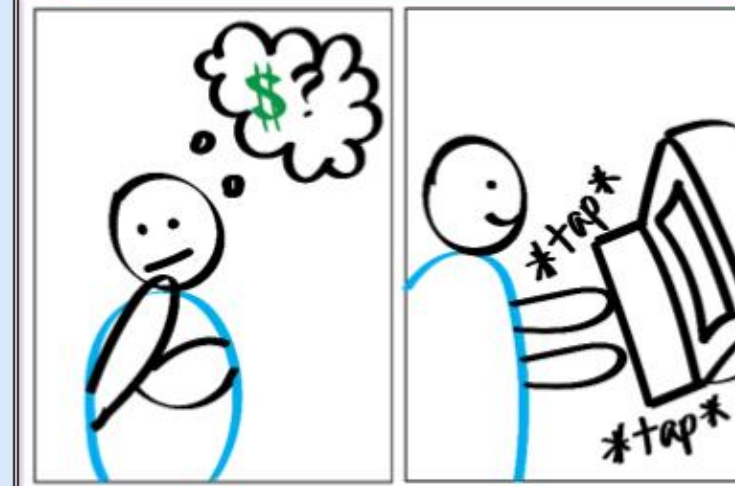
Mikaela Nelson (22)

Cause Organizer

- Wants people to donate because they believe in the cause
- Wants to advertise her cause
- Wants to show what she's accomplished
- Doesn't have time to continually pitch her cause in person

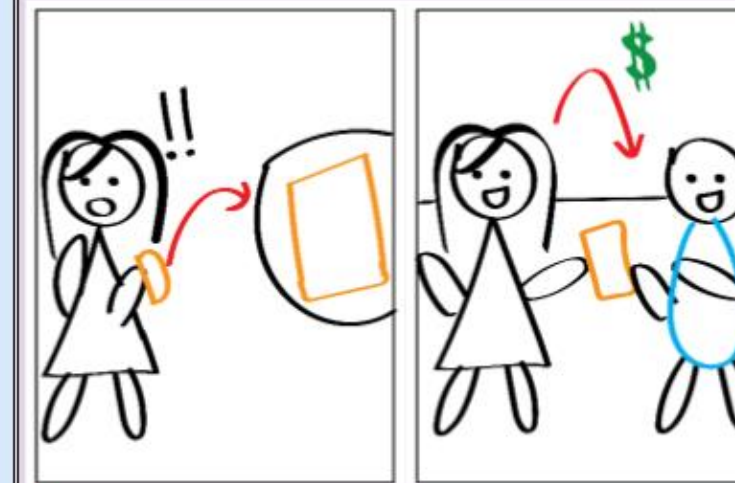
Scenarios

#1 - Raising money for a cause



Alex wants to raise money for the shelter.

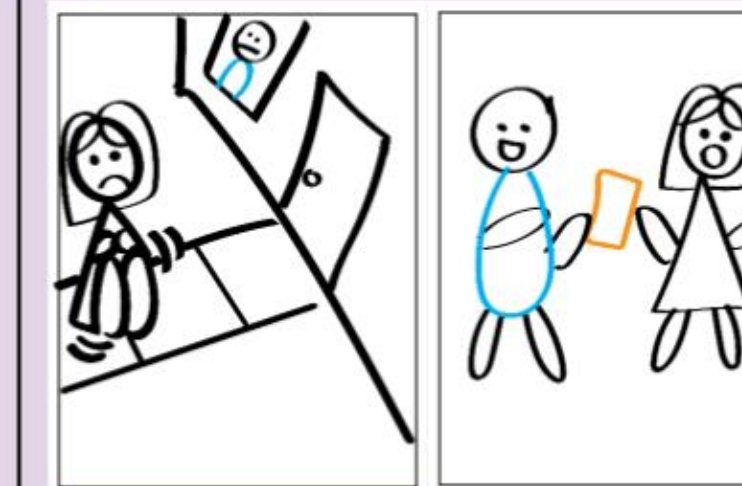
He signs up for Donator.



People see the shelter's page.

The shelter gets awareness and money.

#2 - Homeless person raising money



Courtney is trying to get her life back together.

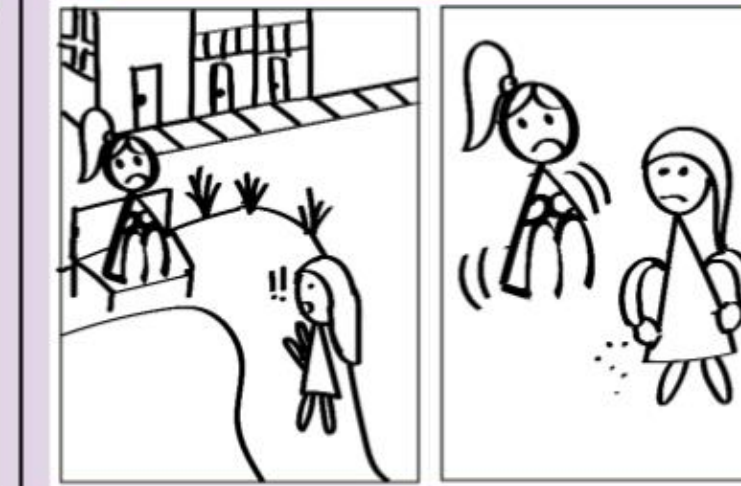
Her shelter shows her a new app to raise money.



She gets help signing up for Donator.

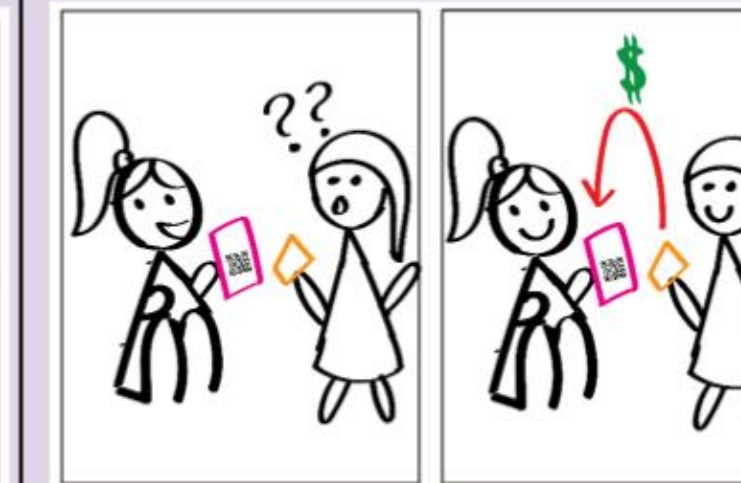
She prints a card so people see how to give.

#3 - Donating to a homeless person



Genesis sees a homeless woman.

She unfortunately doesn't have cash on her.



She shows the QR code for donation.

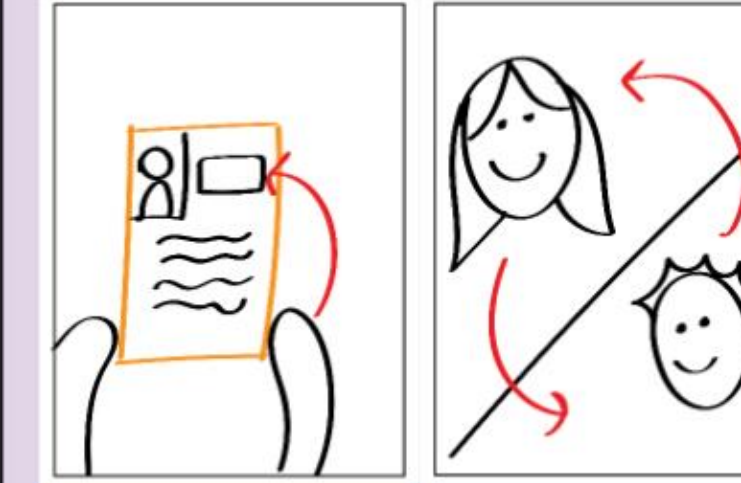
Genesis donates money to the woman.

#4 - Checking up on a past donation



Mikaela wonders how her donations are helping.

She sees that Joe got a job!



She decides to follow Joe.

She gets updates on how Joe is doing.

